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Advertising: Time Inc. Will Offer New Magazine, Money, in Fall

By PHILIP H. DOUGHERTY

The first new magazine from Time Inc. since Sports Illustrated was started in 1954 is due in the fall.

A monthly called Money, it will be intended to inform the \$20,000-and-over on how to spend same.

Although it was officially announced yesterday at the Time annual meeting, there was an informal news briefing the other morning in the office of Otto Fuerbringer, the former Time managing editor, under whose editorial guidance Money is being developed. Also on hand were Bernhard M. Auer, executive vice president, and Peter Hanson, the 32-year-old former business manager of S.I., who is the Money publisher.

It's been public knowledge for almost a year that the company was testing four magazines—the others being on the subjects of family health, photography and films and television.

"All of the magazines tested about the same," said Mr. Fuerbringer, "but this was a particular good time to launch Money." Then he noted the presidential campaign, wages, prices and the renewed interest in the stock market and other investing.

The Time-size magazine, with its first issue dated October, will, according to Mr. Auer, not tell people how to save but how invest and spend well.

"We're not writing for the person who, when he gets his paycheck, knows exactly where it's going," said Mr. Auer.

"It's for the general reader on a special subject," said Mr. Fuerbringer.

"That's a good line," said Mr. Auer.

William Simon Rukeyser,

also 32 and a member of the board of editors of Fortune, will be Money's managing editor, and Richard B. Thomas, 40, is being brought in from Time's Dialogue Marketing, to be advertising director.

Management says that Money will debut with a circulation of 225,000 and Mr. Fuerbringer, a very enthusiastic fellow, said, when asked, that "it could go well over a million."

"Some day," added Mr. Auer.

"We hope to grow," noted Mr. Hanson.

During the test period six or seven different mailing pieces were sent to a national sampling from Time Inc.'s own lists and some outside ones. Different copy approaches and subscription prices were used. The rate decided on is \$15 a year with a charter subscription going for \$12.

The Money men have surveyed the market and the material gathered is now be-

ing analyzed to create a reader profile to take to the advertisers and agencies.

Financial-type advertising is a natural, of course, but since the magazine will be including editorials on such diverse subjects as travel and careers, the advertiser potential is much broader.

The black and white page rate, based on a \$10 cost per thousand, is set at \$2,250.

Apparently the publishers of Time, Life, Fortune and Sports Illustrated also believe that it takes Money to make money.